

CALIFORNIA MEDICAL ASSOCIATION

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NOTICES AND REPORTS

C.M.A. Public Relations Service Available to County Societies

Based upon the simple, down-to-earth formula of "being good, doing good—and then telling the public about it," the much discussed, long planned and long awaited grass roots public relations program of the California Medical Association is now under way.

The plan, initiated by the Advisory Planning Committee,* and approved by C.M.A.'s Council, stresses two major points: the provision of 'round-the-clock medical service regardless of ability to pay, through the full use of existing local facilities and the establishment and activation of public service committee (fee committees or ethics committees) within the county medical societies, where patients may have a hearing and an answer to real or fancied complaints against a member of the profession.

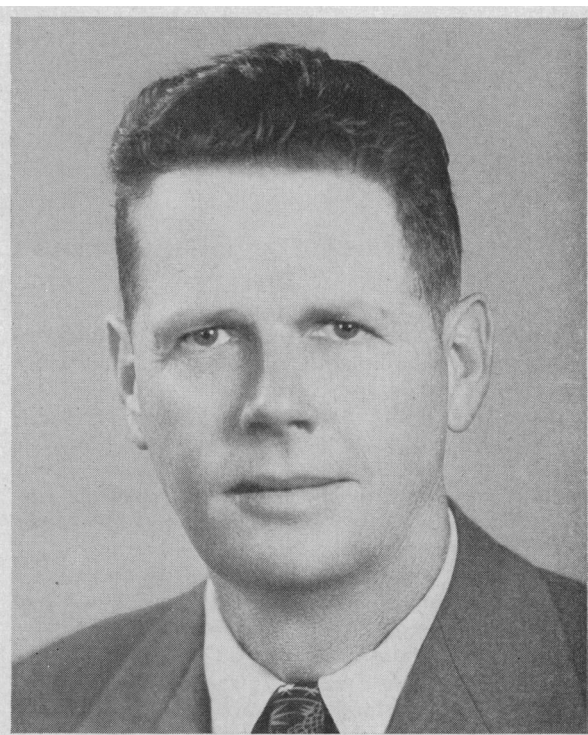
Since all or parts of this program are already in effect in several of the county societies, it is C.M.A.'s hope that eventually the profession may tell all Californians—statewide—of its interest and accomplishments in their behalf.

Once this is done, C.M.A. officials point out, there can be no valid political demand for State Medicine.

The first objective, medical care for all—24 hours a day—requires the organized effort of the societies to see that every person, regardless of financial status, receives the best of treatment on a full-pay, part-pay or charity basis.

An objective analysis reveals that the first phase—the guarantee of medical care—is already being largely met through private physicians and county or other welfare facilities. In other words, all the doctors are, at the present time, caring for all the patients in their particular area regardless of the economic status of any particular individual. Once the program is properly organized, with each member of the profession playing his proportionate part, the story of the doctors' good deeds can be told to the public with complete assurance.

*The Advisory Planning Committee is composed of the following county medical society executive secretaries: Rollen Waterson, Alameda-Contra Costa; Frank Kihm, San Francisco; Robert Wood, Jr., San Mateo; Joseph Donovan, Santa Clara; Roy B. Jensen, Fresno; Vance Venables, Kern; Stanley Cochems, Los Angeles; William Tobitt, Orange; and Kenneth Young, San Diego, together with a representative of the Public Health League, a member of C.M.A.'s legal counsel and C.M.A.'s executive personnel.



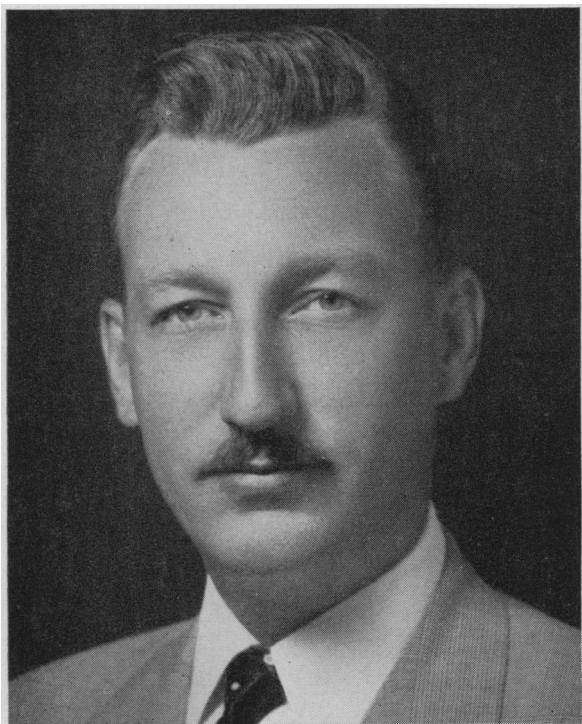
ED CLANCY, Director of Public Relations

Perfection of the emergency call telephone service throughout the state in areas where this system is not in operation will meet a long recognized public need. At the same time it will quiet the cry of "not enough doctors" and help diminish the threat of the back-door approach of government control of medicine through federal subsidy of medical schools.

C.M.A. will provide the funds for a modest advertising campaign to tell of the availability of the emergency call service.

All advertising will be done under the name of the county society.

The second objective—the protection of the public against certain abuses such as unnecessary or incompetent procedures, excessive fees and unethical acts, imagined or real—will be realized through



GLENN W. GILLETTE



J. L. PETTIS

the establishment of a forum within the society where patients' complaints may be aired. Experience has shown that malpractice actions have decreased in accordance with the degree to which county societies have indoctrinated their members as to the value of all aspects of the program. *It is not the intent that the program shall be approached with the attitude that the patient is always right and the doctor wrong—or vice versa.*

The public relations value to the profession accrues right from the start, by *really* having and recognizing the need of the public for an official body to act on complaints.

Frequently these complaints are no more serious than a misunderstanding between physician and patient on a minor detail. Yet, until or unless it is explained to the satisfaction of the patient a malpractice suit is festering and forging its way to the court house. Good public relations—being good and doing good—can prevent it.

A hearing before a competent, sincere and forthright public service committee is certain to bring about a greater mutuality of satisfaction to all parties than is one conducted in a courtroom.

The elected leaders of C.M.A. recognize that the program will not be accomplished overnight.

In addition, they know—as does the executive personnel of the public relations staff they have employed—of the generally fine public relations currently enjoyed by the profession; and they know that the poor public relations result from the actions of but a small percentage of the doctors. To *further* inform the public of the positive actions of the profession to maintain high medical standards, and to

spread the knowledge of the availability of that high type of medical care, while at the same time curing certain sore spots within the profession, is the blueprint of "Operation Public Relations."

The public relations staff will actually be *at the command of the officials of the various county societies*. At the beginning of the program it is expected they will be *invited* to assist the implementation of the public relations objectives in counties where no executive secretary is regularly employed.

It should be emphasized, if emphasis be needed, that all societies are to continue their autonomy in public relations as in all other matters on a local level. C.M.A.'s public relations staff is to be considered *their extra personnel*, to assist only when a request for assistance is made, but to be available for the plans herein outlined and for any other service they can perform for the local society.

By action of C.M.A.'s Executive Committee, John Hunton, Executive Secretary, will have over-all supervision of the new program.

Ed Clancy of C.M.A.'s Southern California office has been named Director of Public Relations. He will continue to make his headquarters in Los Angeles with the exception of the time spent in Sacramento during the sessions of the Legislature where for the past several years he has worked in cooperation with the Public Health League of California.

Two associates, Glenn W. Gillette, formerly of Whitaker & Baxter and more recently the executive secretary of the Fresno County Medical Society, and J. L. Pettis, who has resigned from United Air Lines as assistant to the president, W. A. Patterson, to come with C.M.A., are the other staff members.

Council Meeting Minutes

Tentative Draft: Minutes of the 385th Meeting of the Council of the California Medical Association, Los Angeles, September 22, 1951.

The meeting was called to order by Chairman Shipman at 9:30 a.m., Saturday, September 22, 1951, in Conference Room 5 of the Biltmore Hotel, Los Angeles.

Roll Call:

Present were President MacLean, President-elect Alesen, Speaker Charnock, Councilors Ball, Loos, Sampson, Morrison, Ray, Lum, Green, Pollock, Frees, Thompson, Shipman, Varden and Heron, Secretary-Treasurer Daniels and Editor Wilbur.

Absent for cause: Councilors West, Dau, Montgomery and Bailey.

A quorum present and acting.

Present by invitation during all or a part of the meeting were Vice-Speaker Randel, Executive Secretary Hutton, Assistant Executive Secretary Thomas, Legal Counsel Hassard, Public Relations Director Clancy, public relations representatives Glenn W. Gillette and J. L. Pettis; Mr. Ben Read, executive secretary of the Public Health League of California; county society executive secretaries Waterson of Alameda-Contra Costa, Jensen of Fresno, Venables of Kern, Cochems of Los Angeles, Tobitt of Orange and Wood of San Mateo; Messrs. Clem Whitaker, Jr., and Ned Burman of public relations counsel; Dr. D. H. Murray, legislative chairman; Dr. Ellis Sox of the State Department of Public Health; Dr. Eugene Hoffman; and Dr. Donald Cass and Mr. John McMahon of California Physicians' Service.

1. Minutes for Approval:

(a) On motion duly made and seconded, minutes of the 384th meeting of the Council, held June 24, 1951, were approved.

(b) On motion duly made and seconded, minutes of the 227th meeting of the Executive Committee, held July 5, 1951, were approved.

(c) On motion duly made and seconded, minutes of the 228th meeting of the Executive Committee, held August 15, 1951, were approved.

2. Membership:

(a) A report of membership as of September 20, 1951, was received and ordered filed.

(b) On motion duly made and seconded, 149 members whose current dues had been received since the last Council meeting were voted reinstatement.

(c) On motion duly made and seconded in each instance, nine applicants were elected to Associate Membership. These were:

Catherine Baird, Wm. Allen Longshore, Jr., and Frank C. Ruys, Alameda-Contra Costa; Dorothy Bartels, San Diego; Frederick G. Bills, Arnold Manson, Eugene Spohn, and C. R. Strickland, San

Francisco; Daniel Lieberman, Sonoma County.

(d) On motion duly made and seconded, Dr. Arthur Amos Arehart of Monterey County was elected to Retired Membership.

(e) On motion duly made and seconded in each instance, the dues of 10 applicants were ordered reduced for postgraduate study or for protracted illness.

3. Financial:

(a) A report of bank balances as of September 20, 1951, was received and ordered filed.

(b) On motion duly made and seconded, the sum of \$1,000 was appropriated to cover the cost of office reconstruction to meet present office needs.

(c) Report was made that New Mexico Physicians' Service had made additional repayments of \$1,500, reducing its note to the Association to \$9,250.

4. Committee on Industrial Accident Commission:

On motion duly made and seconded, the Committee on Industrial Accident Commission was authorized to retain additional professional assistance in the current phase of its activities, the present appropriation of \$15,000 to cover such cost.

Dr. Frees suggested that a recommendation be made to this committee to work with representatives of the hospital groups in preparing future fee schedules.

5. Committee on Public Health and Public Agencies:

Chairman Alesen and Dr. Ray discussed the problems presented by Resolution No. 9 of the 1951 House of Delegates, dealing with the selection of physicians to treat crippled children's cases. Dr. Ellis Sox of the State Department of Public Health stated that his department was willing to work on any objective criteria developed in this line and it was agreed to follow the present criteria until a better system of selection of physicians is developed.

On motion duly made and seconded, it was voted to approve the agreement recently reached with the National Foundation for Infantile Paralysis and discussed at earlier meetings.

On motion duly made and seconded, it was voted to establish a committee to work with the State Department of Public Health and the Rehabilitation Bureau of the State Department of Education in the establishment of a broader interpretation in the selection of physicians for both crippled children's and rehabilitation cases.

Dr. Daniels reported on the joint C.M.A., State Department of Health and California Tuberculosis Association survey of Mendocino County health facilities. The report recommended: (1) The establishment of a full-time health department in Mendocino County either alone or in conjunction with Lake or Sonoma County, as Mendocino sees fit;

(2) the appointment of two assistant county physicians, one in the Fort Bragg area and one in the Willits area to care for county patients in these areas; (3) the hospitalization of county patients in local private hospitals under the care of the county physician and the assistant county physician; (4) the abandonment of the present county hospital as a hospital with its use being continued for an old people's home; (5) Mendocino county to make arrangements with neighboring counties or sanitarium for the hospitalization and care of all tuberculosis patients. On motion duly made and seconded, the Council gave approval to the above program.

The State Department of Public Health and the California Tuberculosis and Health Association have both indicated their agreement with these recommendations.

6. *Committee on Rural Health:*

On motion duly made and seconded, Dr. Henry Randel was appointed chairman of the Committee on Rural Health, a special committee of the Council, and was authorized to select his committee members.

7. *Advisory Planning Committee:*

Mr. Hunton reported that the Advisory Planning Committee had voted to request the appointment of Messrs. Roy Jensen, executive secretary of the Fresno County Medical Society, and J. L. Pettis, C.M.A. public relations representative, as members of the committee, and the reappointment of Mr. Glenn W. Gillette as a member. On motion duly made and seconded, these appointments were voted.

Mr. Hunton also reported on the committee's discussion of the current public relations program and on the first two visits made by C.M.A. officers to the county medical societies. The second such visit was to Merced County, where difficulties have again arisen around the operations of the county hospital. The board of supervisors of the county, after having approved a set of by-laws in consonance with accepted operating standards of county hospitals, has more recently rescinded such action and adopted by-laws which in effect would make the hospital available for all types of cases. A long-range program of public education was suggested to meet this situation.

8. *Legal Department:*

Mr. Hassard reported in detail on the current litigation in San Diego County.

9. *Executive Session:*

At this point the Council went into Executive Session, arising therefrom before proceeding.

10. *Blood Bank Commission:*

Report was made that the Kern County Medical Society had received a gift of more than \$50,000 for the construction of a blood bank in Bakersfield, to be known as the Houchin Community Blood Bank. A loan of \$15,000 to cover organizational expenses of the blood bank was requested of the C.M.A. loan fund, and on motion duly made and

seconded, approval was given for such a loan, to be made under the same conditions and terms as similar loans to other blood banks.

Mr. Hunton reported that Dr. John Upton, chairman of the Blood Bank Commission, had arranged a public meeting in Redding, at which plans were made for the establishment of a blood bank in that city, to serve the northern counties. This would complete the system of 11 blood banks throughout the state previously approved by the Council.

11. *1951 Interim Session of House of Delegates:*

On motion duly made and seconded, it was voted to hold the Interim Session of the House of Delegates at the Hotel Biltmore, Los Angeles, on December 1 and 2, 1951, rather than in the San Francisco location previously voted.

12. *Section Delegates to A.M.A.:*

Motion was made and seconded that the Association defray the expenses to meetings of the A.M.A. House of Delegates of California physicians who are delegates from the A.M.A. sections. On vote, this motion was not carried but the Council agreed that such delegates be extended all courtesies in the facilities of the California delegation.

13. *Student A.M.A.:*

Dr. Donald Cass suggested that the Association defray the expenses of one delegate from each Student A.M.A. chapter to their national meetings and on motion duly made and seconded, it was voted to meet such expenses if the A.M.A. itself does not do so.

Mr. Hunton reported on a conference with a representative of the University of California chapter of the Student A.M.A., at which plans were made for discussion of medical-economic and legal topics with the chapter.

On motion duly made and seconded, the Council voted to accept with regret the resignation of Dr. William Goodrick Donald as C.M.A. representative on the Advisory Committee to the Student A.M.A. chapter at University of California, and to express to Dr. Donald the Association's best wishes for his improved health. It was agreed to leave the naming of his successor in the hands of the Executive Committee.

14. *Public Policy and Legislation:*

Dr. Dwight H. Murray, legislative chairman, and Mr. Ben H. Read, executive secretary of the Public Health League of California, discussed federal and state legislation.

Mr. Howard Burrell, legal counsel for the Association of California Hospitals, discussed a proposed constitutional amendment to come before California voters at the next general election, the effect of which would be to permit the granting of state hospital construction funds to private non-profit hospitals. On motion duly made and seconded, it was voted to approve this proposed amendment, on the understanding that the Association does not favor

federal or state subsidies but approves this provision as a better solution of existing statutory provisions than is now contained in the laws.

15. *California Physicians' Service:*

Mr. John McMahon of California Physicians' Service reported that as of July 31, 1951, C.P.S. had 10,832 physician members and 960,008 beneficiary members. He stated that the conversion of contracts was proceeding rapidly and that it was believed that by the end of 1951 C.P.S. will be able to meet 100 per cent payments on the fee schedule. Payments are now made at 90 per cent.

Dr. Donald Cass, C.P.S. president, reported on the cooperation given by C.P.S. to both the Study Committee and the Fee Schedule Committee and urged that all possible speed be made by both committees.

16. *California State Chamber of Commerce:*

On motion duly made and seconded, it was voted to renew the \$1,000 annual subscription to the California State Chamber of Commerce.

17. *American Public Health Association:*

On motion duly made and seconded, it was voted to ask Dr. Louis Regan to represent the Association at the annual meeting of the American Public Health Association.

18. *Committee on Scientific Work:*

Dr. Albert C. Daniels, chairman of the Committee on Scientific Work, requested that Dr. Lawrence White be appointed chairman of the Committee on Local Arrangements for the 1952 Annual Session in Los Angeles, that Drs. Jay F. Crane and George Henry be appointed members of this committee and that the Los Angeles County Medical Association be asked to name two additional members. On motion duly made and seconded, this committee was approved.

19. *Judicial Request on Sex Perversion Cases:*

A letter from a Superior Court judge in Los Angeles County, asking for medical assistance in the consideration and handling of sex perversion cases, was read and ordered referred to the Los Angeles County Medical Association for cooperation in the county area.

20. *Veterans' Administration:*

Dr. Daniels reported that the Veterans' Administration has adopted a new policy which permits VA facilities to admit outpatients for one-day periods, a system which permits the payment of travel expenses and tends to reduce the average stay of hos-

pital patients. On motion duly made and seconded, it was voted to appoint a committee to consider and make recommendations on this matter. Dr. Walter Baro was named chairman of this committee and Drs. Berthel Henning and Albert C. Daniels members.

21. *Public Relations:*

Mr. Clem Whitaker, Jr., public relations counsel, reported that the next general election ballot would carry an initiative measure which would provide numerous medical and hospital services to recipients of old-age assistance.

22. *Woman's Auxiliary to the C.M.A.:*

Dr. MacLean read a letter received from the president of the Woman's Auxiliary to the C.M.A., asking assistance on several items. This was ordered referred to the Executive Committee.

23. *Diabetes Detection Drive:*

On motion duly made and seconded, it was voted to appoint Dr. H. Clare Shepardson of San Francisco as chairman of a committee to cooperate in the Annual Diabetes Detection Drive, the chairman to select his own committee.

24. *Medical Education Funds:*

On motion duly made and seconded, it was voted to refer to the Executive Committee a 1951 House of Delegates resolution asking the establishment of a medical education fund by the Association.

25. *CALIFORNIA MEDICINE Editorial:*

An editorial outlining the objectives of the public relations program was presented to the Council at the request of the Editor and was approved for publication.

26. *Study of Medical Needs:*

Dr. Charnock suggested the consideration of a study of medical care needs throughout the state, on a similar basis to the Mendocino County study already made. It was pointed out that one part of the public relations program would be to investigate any unmet medical needs in all counties.

27. *Time and Place of Next Council Meeting:*

It was agreed to hold the next meeting of the Council in San Francisco on November 11, 1951.

Adjournment:

There being no further business to come before it, the meeting was adjourned at 5:30 p.m.

SIDNEY J. SHIPMAN, M.D., *Chairman*
ALBERT C. DANIELS, M.D., *Secretary*